

Business Technology



Technology Is Key For SMBs

(NAPSA)—Regardless of where you work—whether it's a Fortune 500 company or a five-person office—it's generally understood that with larger budgets comes a more robust selection of office technology. Large enterprises have long been able to purchase high-end devices with features that small-to-medium-sized businesses (SMBs) simply can't afford.

When choosing technology for your SMB, however, you can think big. Here are three major considerations:

• Enhance your mobile capabilities—In today's world, business moves fast—whether it's in the office or on the go. What if you need to print away from your desk? Although mobile printing is growing rapidly on a year-over-year basis, both tablet and smartphone users need help to print from their devices. According to the technology media, events and research company IDC, more than 50 percent of smartphone users and 35 percent of tablet users say they don't know how to print from their mobile devices. Now, industry leaders are answering the call of the mobile customer. That is why they launched the Mopria Alliance with the goal of promoting, simplifying and increasing wireless printing from mobile



Business can happen anytime, anywhere, and it's important to set your employees up for success with devices that support your mobile printing strategy.

devices. Small-business owners can consider the HP Color LaserJet Pro MFP M476, the first Mopria-certified printer for SMBs, which brings enterprise-grade mobile print capabilities to let users print or access content, anytime, anywhere, from any device.

• Invest in security solutions—According to Good Technology, 75.5 percent of companies support BYOD (Bring Your Own Device), the practice of using personal mobile devices for work. As this trend is expected to continue, it's essential that businesses have

a comprehensive security and management strategy in place. Make sure to invest in the necessary security solutions to help protect sensitive information sent from mobile devices across your network of printers; for example, secure pull printing, access controls and other authentication measures.

• Increase productivity with workflow solutions—Document workflow solutions are key to improving productivity. Cloud solutions such as HP Flow CM Professional—accessible directly from the HP Color LaserJet Pro MFP M476—bring enterprise-grade content management capabilities to growing businesses, furthering collaboration and productivity for SMBs without forfeiting security. The cloud presents a unique opportunity for SMBs, as 50 percent agree that cloud computing will become more important for businesses like their own. Investing in cloud-based solutions can help streamline processes, improve accessibility, increase flexibility and globalize any workforce.

Learn More: There are many options for SMBs looking for affordable enterprise-grade technology. For more information on HP's print offerings for SMBs, visit www.hp.com/go/mfp.